

SURE YOU INHALE -SO PLAY SAFE with your throat!

A SERVICE MAN'S smoke ought to be his buddy. You can't help inhaling but—you can help your throat! Doctors who compared the five most popular cigarettes report that:

SMOKE OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITATING—AND THEIR IRRITATION LASTED MORE THAN FIVE TIMES AS LONG— AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

PHILIP MORRIS' finer tobaccos taste better all day long—with real protection added—even when you inhale! Enjoy smoking without worry about nose and throat irritation—

CALL FOR PHILIP MORRIS

America's FINEST
Cigarette

PROVED PROTECTION
ADDED TO
FINER PLEASURE

